



**CAMBRIDGE  
ARTS**

**RIVER  
FESTIVAL**

**Saturday, June 2, 2018 11am-6pm**

# CAMBRIDGE ARTS | RIVER FESTIVAL

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The Cambridge Arts River Festival is an outdoor celebration of arts and community attracting a robust and enthusiastic audience of 175,000. Since 1978, the River Festival has become a venerated Cambridge institution and a highly anticipated annual event. This year's event will take place in East Cambridge, along Cambridge Parkway with its beautiful riverside views of the East Cambridge waterfront and Lechmere Canal. Presented by Cambridge Arts, one of the nation's oldest and most diverse arts councils, this unique community event reflects the city's eclectic neighborhoods and cultural heritage.

Our visitors experience a wide array of Cambridge-based visual and performing arts. The Cambridge River Festival collaborates with many local organizations and programs to showcase multiple stages of live national and local jazz, folk, world music, dance, poetry, and theater performances. Visitors also enjoy family entertainment, interactive art installations, live demonstrations, artisan and craft booths, and a grand assortment of special foods and festival fare.

This FREE one-day festival is a showcase of what Cambridge has to offer and connects visitors and community members alike with an array of arts, culture, and community organizations active year-round throughout the city and surrounding areas, inspiring them to delve more deeply into their local arts scene.

## Past Media Sponsorships:

### MBTA

Interior Cards on the Red Line  
subway Queen & King Size  
Bus Ads

### Boston Globe

Ticket to the Arts

### WGBH 89.7FM

Spots on 89.7 and web banner  
Member Guide & host mentions

### Magic 106.7

30 second promos  
Event listing on magic1067.com

### Scout Magazine

10,000 brochures distributed

## Audience Profile:

Cambridge Arts drew approximately 175,000 visitors for the 2017 annual Cambridge Arts River Festival.

Below is a demographic summary of our audience for this event:

### Racial Diversity:

47% White	15% Asian
22% African American	5% Multiracial
18% Hispanic	3% Other

<b>Median Age:</b>	30.2 years
<b>Median Household Income:</b>	\$69,259.00
<b>Average Annual Wage:</b>	\$88,348.00

## 2018 Projected Budget:

Income	Amount
Corporate Sponsorships	\$70,000
Revenue	\$30,000
<b>TOTAL</b>	<b>\$100,000</b>

Income	Amount
Performers and Artists	\$35,000
Marketing	\$15,000
Logistics and Infrastructure	\$50,000
<b>TOTAL</b>	<b>\$30,000</b>





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## Benefactor (\$20,000)

- On-site space for marketing and branded giveaways and/or product sampling (exact size negotiable)
- Association with all six (6) Festival stages (includes banner placement at each stage and 3 audio plugs throughout the event at all 6 stages)
- Acknowledgement via logo placement on all promotional and marketing materials for River Festival (includes festival banners and signage, festival program, pre-event postcard, other collateral pieces, e-marketing, and all social media outlets)
- Option to have name and logo on River Festival website with a link to company URL
- Reserved seating at all six (6) Festival stages (5 seats at each stage)
- Access to hospitality tent for company employees and clients
- Opportunity to place company banner at Cambridge Arts Open Studios (a city-wide weekend event scheduled for Fall 2018)
- Option for roving sampling/marketing
- Event evaluation report (details event demographics and participation numbers)

## Champion (\$10,000)

- On-site space for marketing and branded giveaways and/or product sampling (exact size negotiable)
- Association with two (2) Festival stages (includes 2 audio plugs and banner placement at selected stages)
- Acknowledgement via logo placement on promotional materials (includes festival program, postcard, e-marketing materials, and all social media outlets)
- Option to have name and logo on River Festival website with a link to company URL
- Reserved seating at two (2) stages of Sponsors choice (5 seats at each stage)
- Event evaluation report (details event demographics and participation numbers)
- Option for roving sampling/marketing

## Supporter (\$5,000)

- On-site space for marketing and branded giveaways and/or product sampling (exact size negotiable)
- Association with one (1) activity venue of Sponsor's choice
- Option to have name and logo on River Festival website with a link to company URL
- Reserved seating at one (1) stage of Sponsor's choice (up to 5 seats)
- Event evaluation report (details event demographics and participation numbers)

## Patron (\$3,000)

- On-site space for marketing and branded giveaways and/or product sampling (exact size negotiable)
- Option to have name and logo on River Festival website with a link to company URL
- Event evaluation report (details event demographics and participation numbers)

## Special Opportunity (Negotiable)

- Make your branding stand out by sponsoring an interactive art installation! This option is available by request only. Please contact Julie Barry, Director of Community Arts, [jbarry@cambridgema.gov](mailto:jbarry@cambridgema.gov) or (617) 359-4381 for more information.

## Media and In-Kind Donations (Negotiable)

- For more information please contact Julie Barry, Director of Community Arts, at [jbarry@cambridgema.gov](mailto:jbarry@cambridgema.gov) or (617) 359-4381.